



## Definition

**Morph:**  
**To change the  
form or character  
of: Transform**

## Our Motto

**At morPHH we  
pride ourselves in  
the ability to take  
our client's vision  
to the next level.**

**We found a way  
to mesh our  
passion for design  
with our personal  
identities.**

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IDSN 3202

Professor Charles Gustina

Assignment #1

April 12, 2018

**Transforming spaces**

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Client:

**Knoll**

## About

- **Founded: New York City, New York 1983**
- **Founders: Hans & Florence Knoll**
- **Use modern design to connect people to their work, lives, and world**
- **Distinct modern sensibility**
- **Modern furniture should complement architectural space, not compete with it**
- **Commitment to modern design**
- **Dedication to sustainable design**
- **How people interact with their environments, and vice versa**
- **Strengths: office systems, seating, furniture, textiles, leather, and architectural and acoustical elements**
- **Able to draw on a range of products and services**

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# 1<sup>st</sup> research topic:Generational aptitudes and preferences

Different generations have dissimilar expectations, needs and demands.

It is vital that each of these differences are thoroughly analyzed and understood as they can affect the overall performance of the workers and potentially the workplace.

Crossing the generation requirements:

- Understand each generation work styles.
- Communication between on another for a better understanding
- Express opinions or viewpoints
- Connection
- Mentoring
- Consideration of generational values
- Shared perceptions
- Finding commonality

**PERSONAL AND LIFESTYLE CHARACTERISTICS BY GENERATION**

	Veterans (1922-1945)	Baby Boomers (1946-1964)	Generation X (1965-1980)	Generation Y (1981-2000)
<b>Core Values</b>	Respect for authority Conformers Discipline	Optimism Involvement	Skepticism Fun Informality	Realism Confidence Extreme fun Social
<b>Family</b>	Traditional Nuclear	Disintegrating	Latch-key kids	Merged families
<b>Education</b>	A dream	A birthright	A way to get there	An incredible expense
<b>Communication Media</b>	Rotary phones One-on-one Write a memo	Touch-tone phones Call me anytime	Cell phones Call me only at work	Internet Picture phones E-mail
<b>Dealing with Money</b>	Put it away Pay cash	Buy now, pay later	Cautious Conservative Save, save, save	Earn to spend

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## 2<sup>nd</sup> Research Topic: Sales strategies

The most effective way to close deals and generate growth within a business is to carefully plan and build a solid marketing strategy.

### **Effective sales strategies:**

- **Know your competition**
- Set and track measurable goals
- Develop a feedback system
- Identify clients with a real need for additional services
- **Be genuine with your clients**
- Make your client feel important, understood, and valued
- Reassure your clients that you are the right long-term partner
- provide a powerful perception of value
- explain where the clients' money is going



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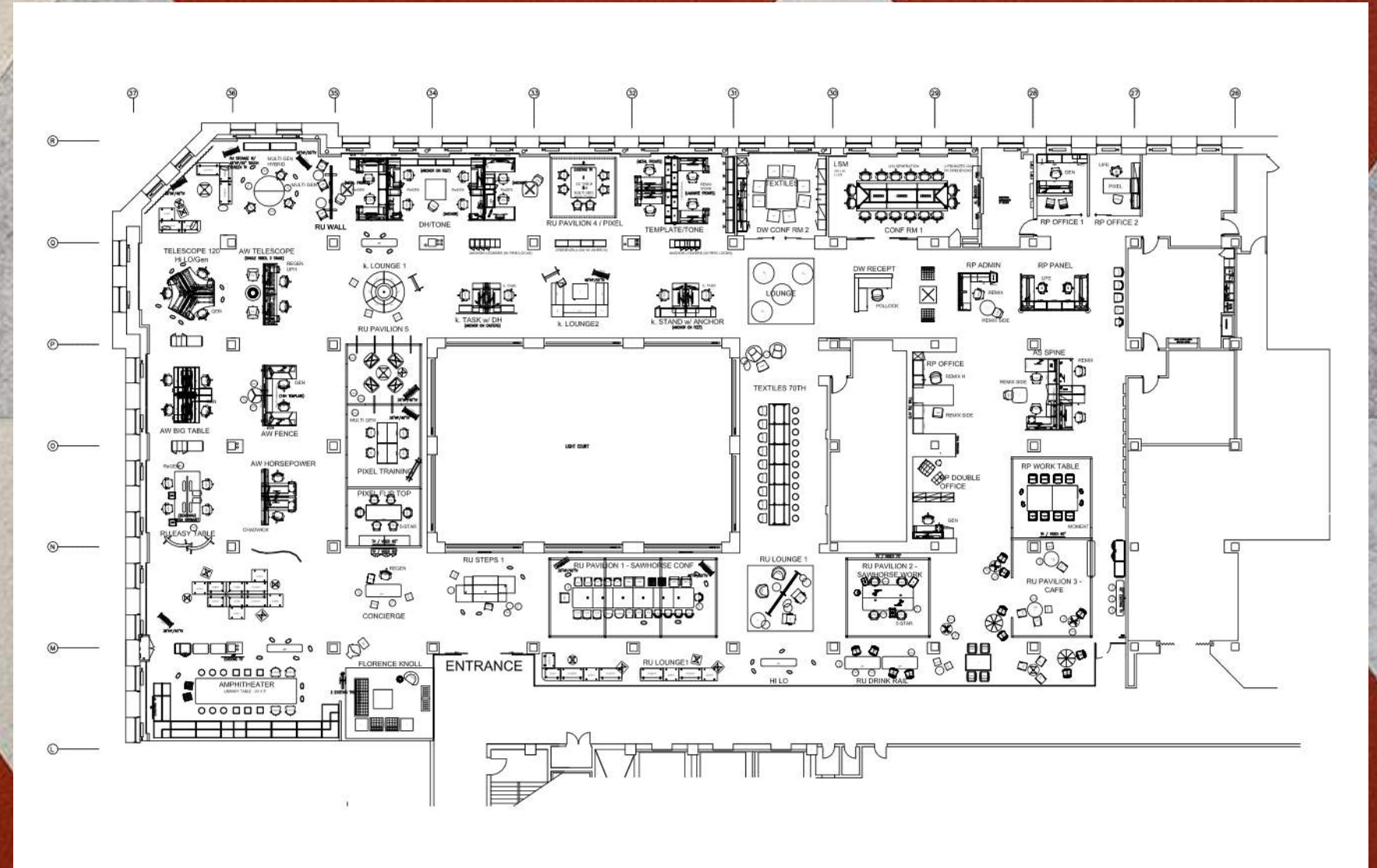
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## Site evaluation

- Purpose: combination office and retail space
- Total program usable: 19,000 sq ft



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# Site evaluation cont.



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## Concept: **fluidity**

### Research

- Bauhaus background
- Barcelona pavilion
- Linking architecture to interior
- Minimalism
- Modern focus

### Objectives

- Free flowing navigation
- No defined barriers-open
- Conceptual not visual
- Innovative
- Less is more
- Focus on form
- Sustainability
- Balance
- Clean

### Core value

Creating a space that effects “how people interact with their environment and how their environment impacts what they do” -Knoll

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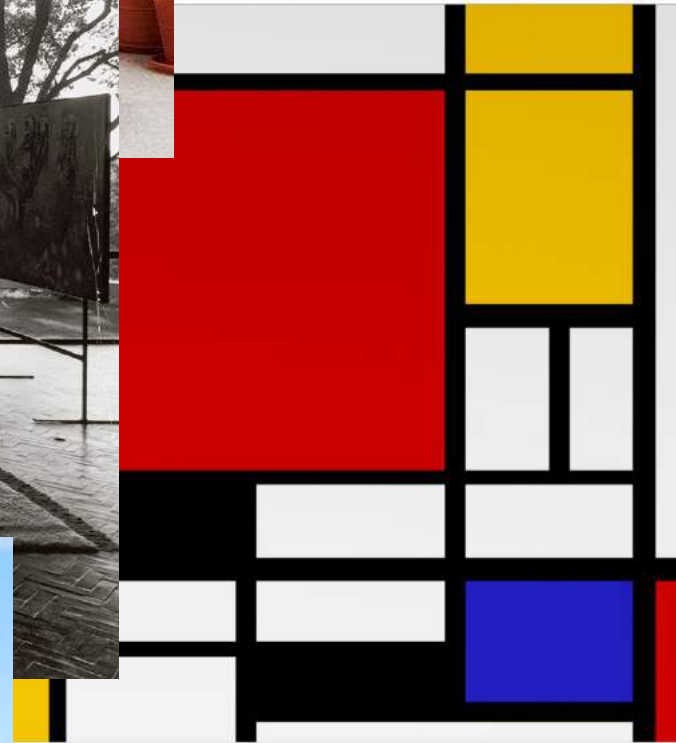
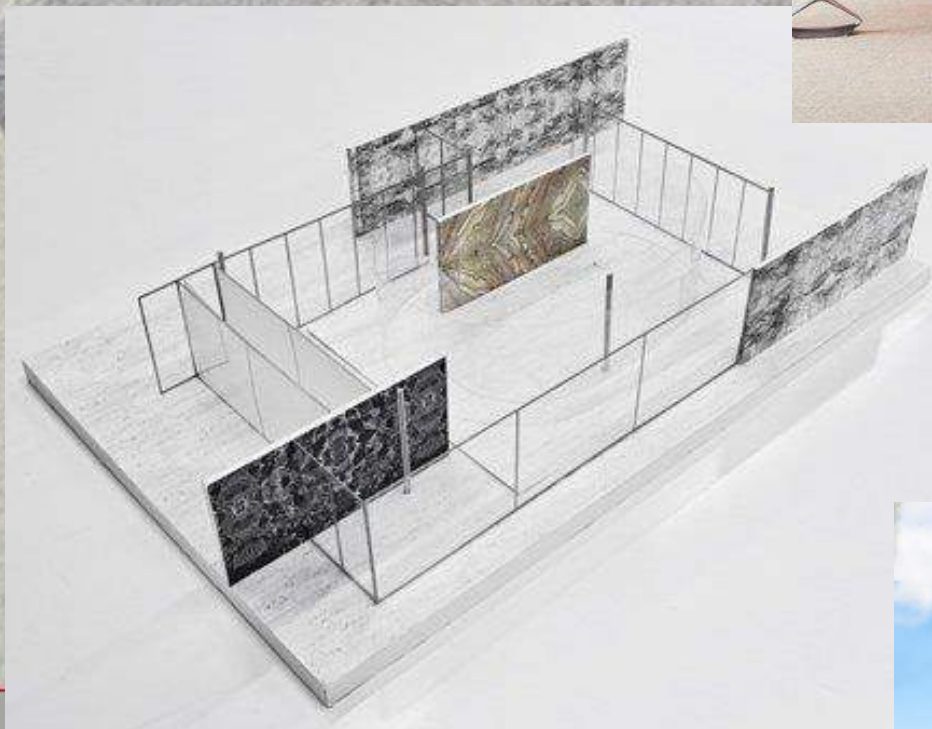
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# Inspiration images

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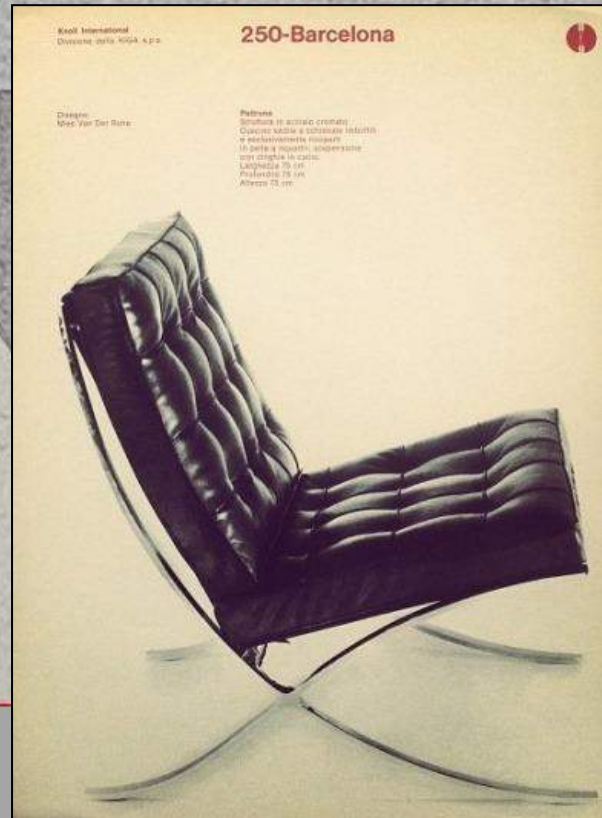
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# HIP

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## Challenge resolution statement

- **Design challenge:** Incorporating each of the 5 workplace planning approaches
- **Solution:**
  - Analyze purpose of each workplace
  - Keep concept in mind in layout process



- **Design challenge:** Using 5 of the 8 constellations in the design
- **Solution:**
  - Analyze unique purpose of each brand
  - Assign according to purpose of workplace

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